

## **MEDIA INDONESIA MARKETING STRATEGY TO INCREASE THEIR GEN Y READERS**

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**Abstract**—Since Gen Y is the biggest population in Indonesia, Gen Y were also being the most potential market for Media Indonesia to increase their readership. To fit their newspaper for the Gen Y crowd, Media Indonesia should do several things. They should understand about Gen Y, know their needs, and choose a marketing strategy that fit the Gen Y as their target market. This research was collected from a survey of 170 respondents with a characteristic age around 14-35, living in DKI Jakarta, familiar with newspapers, familiar with the internet, and with minimal Senior High School educational background. This research also conducted an interview with the Media Indonesia Business Development General Manager and Media Indonesia readers. This research found that Content, Cover & Layout, and Brand being factors that raises the Gen Y interest in reading a newspaper. This research also found the favorite contents of Gen Y are Sports, Technology, Music & Film, Economy, and Communities. To maintain and increase readership of their Gen Y readers, Media Indonesia shall set up their marketing strategy that fit the Gen Y group. This marketing strategy is set up for 5 years with a target to increase the total readership of their Gen Y demographic. The recommendation here is that Media Indonesia shall improve their content, cover & layout, and their brand to fit for the Gen Y group. After doing some improvement of their newspaper, they recommended to apply a new wave of marketing strategy to get the attention of the Gen Y group. The new wave marketing mix of strategies that was suggested is co creation, communal activation, conversation, and commercialization.

### **1. Introduction**

Nowadays, the readership of newspaper in the world is decreasing, include in Indonesia. In Indonesia, the total readerships of top 10 newspapers decline by 6% in 1997 to 2007 and 27% in 2007 to 2012. So now the number of readers is only 5,982 people. Internet users in Indonesia are around 22.10% of the total population in Indonesia. The number of internet users in Indonesia also grows 2,650% in the last 12 years. The recent numbers is 55 million users, around 2.30% of global internet users. Up until 2012, the growth of Indonesia's internet users surpasses the US (157%), UK (242%) and Japan (115%).

The readership of Media Indonesia is not stable. From year 2005 to year 2009 it has decreased 4 times (2006, 2008 2009, and 2011) and only two times the readership increased (2007, 2010). The biggest decrease happens in the year 2011. From year 2010 to year 2011, the readership is decreasing at a minus 45%, while the biggest increase happens in the year 2007 with 16%.

### **2. Business Issues Exploration**

Trend of newspaper readership is decreasing from the year 2005. KOMPAS as the biggest national newspaper in Indonesia has always been in the top of the graphic. KOMPAS readership is always above 1.000.000 people from the year 2005 to 2011.

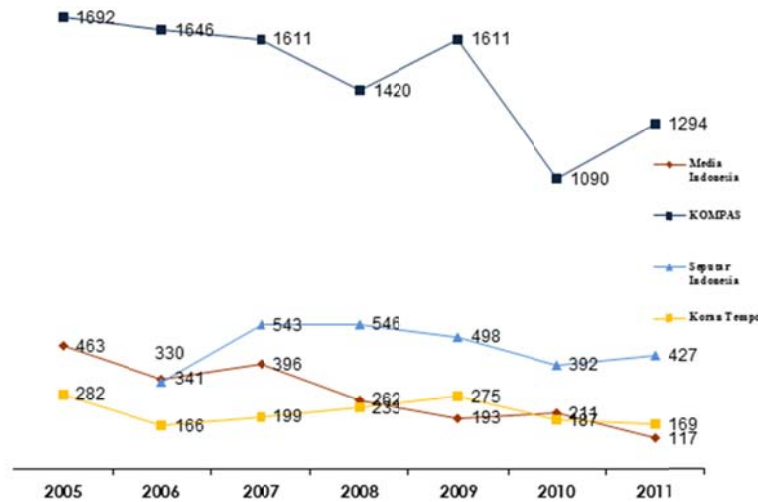


Figure 1. Readership growth of top four newspapers

From year 2008 until 2011, Koran Tempo and Media Indonesia had a head to head competition among the four national newspapers in Indonesia. In the year 2009, Koran Tempo's readership is overlapping Media Indonesia readership. But in 2010, Media Indonesia could regain their position above Koran Tempo. In 2011, Media Indonesia's readership has decreased 45% into 117.000, while Koran Tempo only decreased about 10 %. This makes Koran Tempo became the third again in the position of top four national newspapers, overlapping Media Indonesia.

Table 1. Age-Subculture

GENERATION	GEN NEXT		GEN Y		GEN X		BABY BOOMERS		PRE BABY BOOMERS
BIRTH YEAR	2012	1999	1998	1977	1976	1965	1964	1946	1945
YEARS OLD (to 2012)	0	13	14	35	36	47	48	66	67<

(Tapscott, 2009)

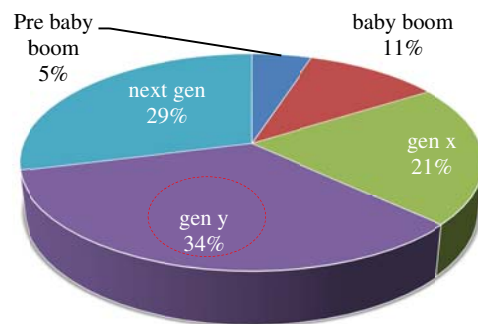


Figure 2. Percentage of age-subculture in Indonesia

Since Gen Y is the biggest population in Indonesia, Gen Y was the most potential market for Media Indonesia to increase their readership. To get fit their newspaper for Gen Y, media Indonesia should do several things. They should understand about Gen Y, knowing their needs and choose marketing strategy that fit to Gen Y as their target market. Media Indonesia has the lowest percentage of Gen Y age 20-29 compared with KOMPAS, Sepura Indonesia and Koran Tempo. While in the next five years

ahead, Gen Y age 20-29 will be a generation that has a power to consume a product. Include newspaper. This will be a weakness of Media Indonesia, because they will not get sufficient readers.

Media Indonesia has Metro TV as their sister company. In current situation, Metro TV is being a TV that shifting their target bigger to Gen Y. This would be strength for Media Indonesia. They shall go align with Metro TV to target Gen Y as their potential readers. This paper will try to find about how Media Indonesia could increase the numbers of their gen Y as their readers. This paper also tries to find what factors that attracting Gen Y in choosing a newspaper to read, and what content interest Gen Y to read a newspaper.

This research was limited in only to find out what marketing strategy is suitable for Media Indonesia to utilize Gen Y as their potential readers. In this research, the writer shall only use readership as an indicator. Due to such, this research wouldn't analyze about the revenue and the financial statement of Media Indonesia. Since the condition and technologies grew rapidly, this research is focused on setting a marketing strategy for Media Indonesia in the coming 5 years.

### 3. Business Solution

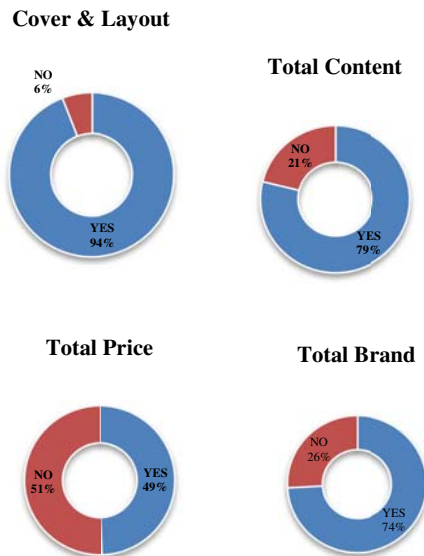


Figure 3. factors that attracting Gen Y in choosing a newspaper to read

We could see that Cover & Layout, Content, and Brand is being the factors that attracting Gen Y in choosing a newspaper to read.

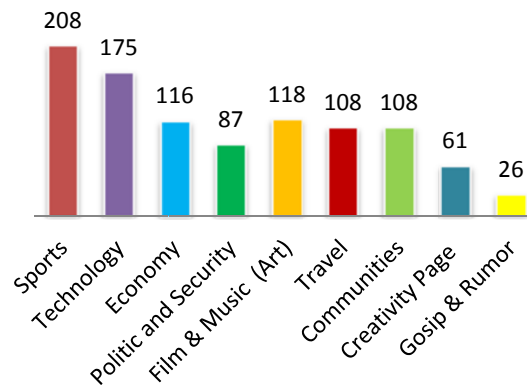


Figure 4. Content interest Gen Y to read a newspaper

### Analysis of Promotion of Four top National Newspaper

In current situation, almost four top National Newspaper use television, Internet, and sponsored an activity as their promotion strategy. Media Indonesia, KOMPAS and Seputar Indonesia use their sister media TV such as Metro TV and MNC Group (RCTI, Global TV, MNC TV) to put an advertisement in TV. While Koran Tempo who doesn't have a sister media doesn't do a promotion on TV. In Internet, All of four top national newspapers promote by twitter and facebook. Comparison of Twitter of Top Four National Newspaper

TWITTER	Followers	Tweets
Media Indonesia	156,136	212,757
KOMPAS	2,207,715	219,021
Seputar Indonesia	14,713	7,467
Koran Tempo	295,500	123,795

### Analysis of Place of Four top National Newspaper

In current business situation, all of Top four National Newspaper has a similar place or distribution of their newspaper. They use an "agent" to distribute the newspaper. Some of them use "canvasser" system as their distribution strategy. "canvasser" system is a system that the agent is only sell a limited newspaper that have an agreement with them. Until now, only KOMPAS who has a "Long distance print" system. The other still print the newspaper in their main office. SO, the distribution of Media Indonesia, Seputar Indonesia, and Koran Tempo still late compared to KOMPAS.

### EXAMPLE OF NEWSPAPER FOR GEN Y

Jawa Pos has proven itself as a newspaper that is favorable for the young generation. They achieved the title of "Newspaper of the Year, World Young Reader Prize 2011". This achievement was given by The President Director of World Newspaper Association to Jawa Pos President director Azrul Ananda.

When asked about the key success of Jawa Pos, Azrul shared his three success factors: The power of youth, reinvention, and part of the show.

### Media Indonesia Marketing Strategy for 5 Years Ahead.

#### Mission

It was suggested that the Media Indonesia shall include one other mission i.e. to give a great experience for the Gen Y in reading the newspaper.

#### Marketing Objectives

1. Increase the total of Media Indonesia Gen Y readers quarterly in five years.

2. By increasing of readership, Media Indonesia will get a high opportunity to get an income from advertisement.

### **Financial Objectives**

1. Increase the income from product or advertising agency that put an advertisement in Media Indonesia. But, since this research only focused on readership, writer wouldn't estimating the advertisement revenue.
2. Reducing a high cost promotion

### **Target Markets**

Since the most potential target market in Indonesia based on Age-Subculture was Gen Y, the target market of this new wave marketing strategy is Gen Y. In choosing a great marketing strategy, a marketer should understand their target market. To understand about Gen Y, Tapscott (2009) has explains about 8 norms of Gen Y. Freedom, Customize & Personalize, New Scrutinizers, Corporate Integrity & Openness, Entertainment & Play, Collaboration & Relationship, Need for Speed, Innovators.

### **Clarifying for Positioning**

Since writer used new wave marketing strategy, so positioning will replace by Clarifying. Clarifying is the third step after doing communitization and confirming. Clarifying is to make something clear. With clarifying we clearly show our charm and character to our community which we enter. So, after entering a community, Media Indonesia should clarify their self as a part of their communities. So, the members of its communities will have a sense of belonging to Media Indonesia.

### **Strategies**

Based on the survey held by writer, the main factors that could interest Gen Y to read a newspaper is about three factors which is Content, Cover & Layout, and Brand. To get an attention from Gen Y, Media Indonesia should fit its content, cover & layout, and their brand into characteristic that fit to Gen Y. The challenge is in current situation, the content, cover & layout, and brand of Media Indonesia not yet fit into Gen Y characteristic. And after Media could fit its product into Gen Y needs, the product should sell with a new wave marketing concept.

### Content.

*Media Indonesia should do some improvement in Gen Y favorite content.*

This research shows that the favorite content of Gen Y is Sport, Technology, Film & Music, Economy, communities. In current condition, if compared with four top national newspapers, Sport content of Media Indonesia is less than Koran Tempo and Seputar Indonesia. Koran Tempo allocating 6 pages of their 40 pages for sport, and Seputar Indonesia allocating 8 pages of their 44 pages every day for sport content. Media Indonesia and KOMPAS are only allocating 4 Pages of their 38 and 46 pages every day.

The Improvement doesn't only about adding the number of page, but it could be giving better layout, more updated information or different presentation than the other newspaper.

*Media Indonesia should add more pages to supply the needs of Gen Y content.*

In current situation, Media Indonesia publishes only with 38 pages. It was the least number of page compared by KOMPAS (46 pages), Koran Tempo (40), and Seputar Indonesia (44 pages). With adding

the number of pages, Media Indonesia could adding more content that fit with Gen Y such as Sport, Technologies, Film & Music, Economy, and communities.

Media Indonesia also could apply a content that support interactivity with their readers. Such as provide a trivia quiz with simple prize, the readers could answer the question via twitter or facebook. a profile of athlete that choose by readers via facebook and twitter. The challenge is Media Indonesia should really know about which content that should add and which content that should deleted or reduce.

#### Lay Out

*Media Indonesia should change its conservative layout and cover.*

To getting attention from Gen Y, Media Indonesia should do some deeper research related with their layout and cover. The changes in Layout and Cover are really important to newspapers. Because, its related with the comfort ability of people who read the newspaper.

From this research, come the points that Gen Y likes a simple layout with a lot of photos and colorful pages. But back to the reality that to get the best layout and cover, needed a deeper research that focused only in layout and cover. The new layout and cover should fit into Gen Y but not annoyed for other generation. The change of layout and cover doesn't need hurry. Because, a major changes need a times.

#### Brand

*Join activity that related with Gen Y.*

With joining activity that related with Gen Y, Media Indonesia will get a good brand name as a Gen Y newspaper and in the line with it, Gen Y will attract to read Media Indonesia. Because they feel that the Media Indonesia brand is fit to their characteristic.

*Employ a Young Generation.*

To give a maximal result, we should get a maximal effort from right people. The only one who really understands about gen Y is Gen Y itself. Besides that, a young generation is full of spirit and innovations.

#### Marketing Mix

The new marketing strategy of Media Indonesia will applied new wave marketing. The new wave marketing concept that will apply is Co-Creation, Communal Activation, Conversation, and Commercialization.

##### *Co creation*

This co creation concept is align with one of Gen Y norms "They love to customize and personalize.". With a co creation concept, Gen Y can give their inputs and recommendation to Media Indonesia. They will have a sense of belonging to Media Indonesia, with a sense of belonging, since they were also relationship generation, they will recommend Media Indonesia to their relatives and friends. Media Indonesia could make content just like what Gen Y want. Example, they could make a special content about sport. The content is about profile of their favorite athlete that they choose via facebook or twitter.

##### *Communal Activation*

In communal Activation, Media Indonesia is activating a community via its leaders or the activist of its community. This people are the person who will sell Media Indonesia co creation (product) to their community. This people are the people who talk with their community language, full of their community knowledge, understand about the anxiety and desire of their community. And the cost that needed is not too high. In new wave era, the leader or activist will hold a bold part as a connector between companies and consumer (community). This concept is more or less like a brand ambassador of a product.

This concept also aligning with one of Gen Y's norms "They are the collaboration and relationship generation." As evidenced by sites as Yub.com, they also engage in relationship-oriented purchasing. If their best friend recommends a product, they are likely to buy it. They influence each other through networks who discuss brands, companies, products, and services.

#### *Conversation*

In the legacy marketing, promotion is the last element of marketing mix. Promotion has 3 purposes: to inform, to persuade and to remind customer. Traditionally, promotion has 5 elements which are: advertising, public relations, personal selling, direct marketing, and sales promotion. While in new wave marketing, this promotion concept is transform into conversation. The differentiation between promotion and conversation is in its characteristic. In promotion, the process is vertical such as: one way communication, top-down, and one to many. While in conversation, the process is vertical, interactive, and two way communication, and build a discussion. In conversation, customer could directly clarify things that promote by company.

In this conversation concept, Media Indonesia should give the best to their customer. This concept is aligning with one of the Gen Y norms "They look for corporate integrity and openness when deciding what to buy and where to work". If Media Indonesia can show their openness, they will get Gen Y attention. Since in this is an online and internet era, Media Indonesia shall also use internet as their channel of promotion. They could promote in their website or even collaborate with metro TV in metro TV website. Media Indonesia could also use twitter and facebook as their channel of promotion.

#### *Commercialization.*

Conversation is more than selling. Media Indonesia couldn't force their potential readers to read Media Indonesia. Before read Media Indonesia, the readers should persuaded and realize that how good is Media Indonesia. It takes time to make sure that they want to read Media Indonesia. But after they succeed to approach them, Gen Y will be their loyal readers

## **4. Implementation Plan**

### **Strategy Implementation**

The implementation plan of the strategy consisted of two stages: product improvements and new wave marketing strategy stages. Every strategy has three steps: research pre-implementation & improvement, implementation, and evaluation. The plan was set for 5 years.

## **5. Conclusion and Recommendation**

### **Conclusion**

Since Gen Y is the biggest population in Indonesia, Gen Y is also the most potential market for Media Indonesia to increase their readership. To fit their newspaper for the Gen Y, media Indonesia should do several things. They should understand about Gen Y, knowing their needs and choose a marketing strategy that fit the Gen Y as their target market.

This research was found that Content, Cover & Layout, and Brand being factors that makes Gen Y interested in reading a newspaper. This research also found the favorite content of Gen Y is Sport, Technology, Music & Film, Economy, and Communities.

### Recommendation

To increase the total readership of their Gen Y readers, Media Indonesia should set up their marketing strategy that fit for Gen Y. This marketing strategy is set up for 5 years with a target to maintain and increase the total readership of their gen Y. The solution is that they have to improve their content, cover & layout, and their brand to fit to Gen Y.

#### Content:

1. Media Indonesia should do some improvement in favor for Gen Y favorite content.
2. Media Indonesia should add more pages to supply the needs for Gen Y content.

#### Lay Out

3. Media Indonesia should change its conservative layout and cover.

#### Brand

4. Join activity that is related and relevant with Gen Y.
5. Employ a Young Generation.

After doing some improvement of their newspaper, they should apply a new wave marketing strategy to get the attention of the Gen Y. The new wave marketing mix strategy is co creation, communal activation, conversation, and commercialization.

6. Co creation.

Media Indonesia should add contents to cater to what the Gen Y wants

7. Communal Activation.

Media Indonesia is activating a community via its leaders or the activist of its community.

8. Conversation.

In conversation, customers could directly clarify things that will be promoted by the company. If Media Indonesia can show their openness, they will get the Gen Y's attention.

9. Commercialization.

Before reading Media Indonesia, the readers should be persuaded and realize the merits and good qualities of Media Indonesia. It takes time to make sure that they wanted to read Media Indonesia, but after they succeeded in approaching them, the Gen Y will be their loyal readers.

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